



"Brought to you by addiction." Talking Points

Overview.

Our campaign takes an entirely new approach to deterring teen smoking.

It is based on the concept of addiction and is the first time such an approach has been taken in our state.

Other campaigns have been based in demonstrating the health impacts of smoking; "Brought to you by addiction." demonstrates the interruptions and the loss of control that comes with nicotine addiction.

We feel confident in this campaign because it was developed with the input of local teens is based in best practices from tobacco control experts across the nation and with the input of local leaders in the area.

There was a lot of research done before "Brought to you by addiction." was developed that told us we needed a new approach. Teens already know all about the adverse health effects from smoking; it's old news to them. In their minds, adverse effects from tobacco use are not immediate.

Many also believe that smoking is a temporary habit they can stop at any time, and therefore don't see themselves as victims of the health impacts.

Local research revealed a "who cares" attitude by teens toward the health impacts of commercial tobacco use.

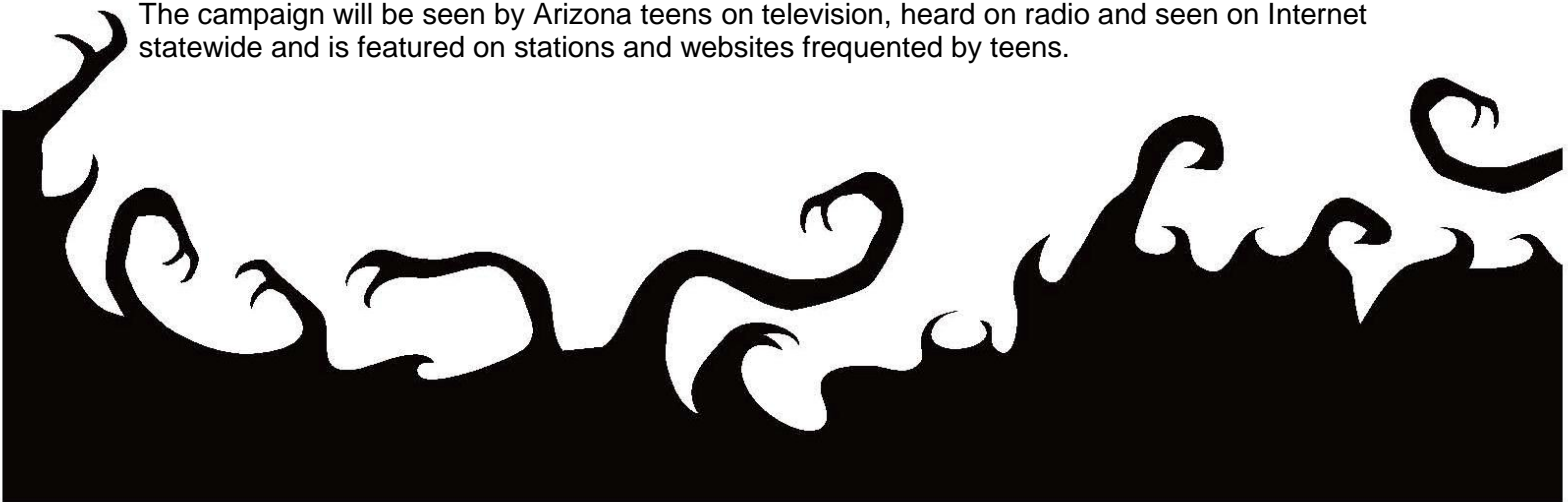
Instead of health impacts, focus group participants were more impacted by the loss of control over their day-to-day activities and the constant disruptions caused by nicotine addiction.

Campaign Creative Components.

"Brought to you by addiction." demonstrates that tobacco addiction embeds itself within the smoker and they surrender control.

The campaign components include English television ads, English and Spanish radio ads; posters; cinema advertising; online media; social media including Facebook, Twitter, YouTube and Flickr; grassroots outreach materials for local partners; internet advertising; and an original website called Venomocity.com.

The campaign will be seen by Arizona teens on television, heard on radio and seen on Internet statewide and is featured on stations and websites frequented by teens.



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The five television ads show how nicotine addiction takes over. From a kid who’s trying to get some sleep, but is pulled out of bed because he needs a fix; to a student who can’t focus on class anymore; to the experience with that first cigarette. That is what nicotine addiction does, it takes over. The ads are called: “First Time,” “Cravings,” “Surrender,” “Ownership” and “Confinement.”

Venomocity and the website.

The campaign has coined a new term: Venomocity. Which means tobacco addiction and is the “state” of dependence caused by nicotine addiction.

The website Venomocity.com is an important centerpiece of the campaign.

It will quickly become popular with teens. It’s a dark satirical take on the “voice” and “personality” of addiction that entertains visitors while providing valuable information on the topic.

Venomocity.com is anchored in the idea that, similar to “venom,” commercial tobacco paralyzes its victims.

In addition [Venomocity](http://Venomocity.com) is also found on Facebook, Twitter and YouTube.

[Venomocity](http://Venomocity.com) is evidenced by the six millions kids alive today in the United States who will end up dying from smoking.

Holistic approach.

Curbing smoking among teens in our state will be accomplished only with the support of all—from this mass media campaign, to age enforcement of tobacco products, to parents engaging in conversations with their children, to education provided by community-based groups and schools.

County health departments are playing an important role at the local level to support the campaign.

They have been supplied with campaign materials to use in their community outreach efforts.

The idea is to take the campaign to places that are already frequented by young people—malls, community events, skate parks and others—it helps bring the entire effort full circle.

Statistics.

Arizona ranks higher than the national average for high schoolers that smoke with 23 percent of them picking up cigarettes regularly.

Teenagers are becoming addicted to nicotine every day, and they have to be educated about the severity of even accepting that first cigarette from a friend.

They need to know that the tobacco industry is working to convert every smoker, even experimental smokers, into committed, daily users.



Every day about **4,000** teens try smoking; of those, more than **1,000** become daily cigarette smokers.

The good news is that **63 percent** of high school smokers say they want to quit.

The average age someone begins smoking is **12.7**, with **90 percent** of adult smokers becoming regular smokers by **19**.

Forty-nine percent of middle school students who smoke say they want to quit.

Out of **100** high school smokers, three think they will still be smoking in five years; yet studies show that about **60** of them will still be smoking seven to nine years after high school.

Investment in prevention.

Funding for “Brought to you by addiction.” comes from the tobacco tax approved by voters in 2002 through Proposition 303.

The campaign’s budget pales in comparison to the annual tobacco industry marketing expenditures nationwide which total \$13.4 billion according to the Campaign for Tobacco-Free Kids. For every \$1 in counter-marketing/prevention spent, the tobacco industry spends \$40.

Measurement.

AZDHS partnered with Arizona Youth Survey which measures at-risk behaviors.

We measure smoking prevalence rates, awareness and retention of the campaign message.

